

Amendment  
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Page 2

In the Specification:

On Page 1 line 4, please delete "By: Todd Collart."

On Page 6 line 23, please replace "BCA" with --Burst  
Cut Area (BCA) --.

On Page 6 line 29, after "information" and before  
the next word "and", please delete "..".

On Page 8 line 1, please replace "present logic"  
with --is a flowchart--.

On page 10, line 23, after "identifier", please add  
--23'--.

On Page 10 line 24, after "package", please replace  
"22" with --23--.

On Page 25 line 4, please replace "POP/MDF" with  
--Point of Purchase and Marketing Development Fund (POP/MDF) --

On Page 26 line 8, please replace "Unlock Server  
230" with --Unlock Server in the RemoteTrak Server 230--.

On Page 26, line 9, please replace "Unlock Server  
230" with -Unlock Server in the RemoteTrak Server 230/BCA  
Trak Server 234--.

On page 32, lines 10, 12, 13, 15, and 27-28, please  
replace all occurrences of "function block 234  
RemoteTrak/BCATrak Server" with -the RemoteTrak Server  
function block 230 and the BCATrak Server function block  
234--.

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On page 32, lines 17-18, please replace "function  
block RemoteTrak/BCATrak Server 234" with -  
the RemoteTrak  
a4 Server function block 230 and the BCATrak Server function  
block 234--.

On page 32, line 10, please delete the second  
occurrence of "function block".

On Page 32, line 25, please replace "238 DVDUnlock  
Server" with --DVDUnlock Transaction Server 232--.

On Page 32 line 29 to page 33, line 7, please  
replace all occurrences of "230 RemoteTrak/BCA Trak Server"  
with -  
the RemoteTrak function block 230 and the BCATrak  
a5 Server function block 234--.

On Page 33 lines 11-12, please replace "238  
DVDUnlock Server, RemoteSync" with --DVDUnlock Server 232,  
RemoteSync 238--.

On Page 33, line 13, please replace "238 Remote  
Trak/BCA Trak Server" with --Remote Trak 230/BCA Trak Server  
234--.

On Page 33 line 22, please replace "ISAPI extension  
520" with --ISAPI extension 540 --.

On Page 33, line 25, please delete "shown below".

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On Page 33, lines 27-28, please delete

"Http://www/pcfriendly.com/scripts/RomoteA  
gentUpgrade.DLL&bca=1234567890?userid=1234567890?...

".

On Page 37, line 24, please replace "information"  
with --information--.

On Page 38, line 10, please replace "information"  
with --information--.

On Page 56 line 10, please replace "in the Table 1"  
with --below--.

On Page 56, line 11, please delete "TABLE 1".

On page 11, lines 14 through 17, please replace the  
text starting at "A retailer requests" (line 14) through "for  
distribution to the retailer." (line 17) with - A retailer  
requests multiple products from the distributor (for example  
20 copies of LOST IN SPACE, 50 copies of RONIN, and 100 copies  
of YOU'VE GOT MAIL - all of which come from different  
studios), then the distributor can "package" the variety of  
products together for distribution to the retailer.  
*as*

Finally, the retailer is the company that sells  
product directly to consumer. Examples include "brick-and-  
motor" stores such as BLOCKBUSTER VIDEO, HOLLYWOOD VIDEO, BEST  
BUY, GOOD GUYS, etc. Retailers also include online retailers

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such as DVDEXPRESS, AMAZON.COM, and other e-commerce-oriented companies. Other groups are also joining the retailing opportunity, such as Nimbus who already offers both replication and distribution. It is the next logical step to offer direct-to-consumer online sales of product. It should be noted that the aforementioned replicator may also be the distributor (NIMBUS/TECHNICOLOR, WAMO/DELUXE). Also, replicators may ship directly to retailers, especially in the case of large accounts like BLOCKBUSTER.--

*a 5*

On page 12, lines 1 through 9, delete the existing text starting at "An example" (line 1) through "Hollywood Video." (line 9), and please insert - [An example setting forth details relating to the tracking of DVDs will now be set forth. First, a content owner (such as studio) requests use of the BCA on their DVDs. Based on request, the replicator (examples include WAMO, PANASONIC, NIMBUS, TECHNICOLOR, PIONEER, CREST) adds unique BCA number to every DVD. Adding BCA number to each DVD requires a special (YAG) laser. This may be the very last step in the manufacturing process. The BCA numbers for a specific DVD must then be entered into InterActual's BCA database. Information to track includes: DVD title, i.e. "Lost in Space", BCA #/range, i.e.

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*a6*  
12345687890; and Shipping Packaging/Tracking Container, i.e.  
Box 52221 to HOLLYWOOD VIDEO. --

On page 13, lines 25 through 29, please delete the existing text starting at "device 138. The workstation" (line 25) through "those mentioned." (line 29), and please insert  
--device 138. The workstation typically has resident thereon an operating system such as the MICROSOFT WINDOWS NT or WINDOWS 95 Operating System (OS), the IBM OS/2 operation system, the MAC OS, or UNIX operating system. Those skilled in the art will appreciate that the present invention may also be implemented on platforms and operating systems other than those mentioned.--

*a7*  
On page 34, lines 22 through 29, please delete the existing text starting at "BCA Number" (line 22) through "<http://www.retailer23.com/...>" (line 29) and please insert

--BCA Number	#123458790
DVD Title Name	LOST IN SPACE
Retailer/Store	HOLLYWOOD VIDEO, Store 23

*a8*  
from Retailer table 570 that contains information specific for that Retailer:

Retailer/Store	HOLLYWOOD VIDEO, Store 23
E-Commerce URL	<a href="http://www.retailer23.com/...">http://www.retailer23.com/...--</a>

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On page 36, lines 27 through 29, delete the existing text from "Blockbuster" (line 27) through "Ford Motor Company" (line 29), and please insert - [BLOCKBUSTER, DVDEXPRESS, AMAZON.COM, BEST BUY, DELUXE, TECHNICOLOR/NINBUSL, IBM GATEWAY DELL, CREATIVE LABS, NEW LINE, WARNER, ACTIVISION, ELECTRONIC ARTS, GENERAL MOTORS AND FORD MOTOR COMPANY.--

a<sup>9</sup> On page 53, lines 10 through 13 delete the existing text from "return. For example," (line 10) through "what differentiates the" (line 13), and please insert - [return.

For example, there will always be fake \$100 bills, LEVI jeans, and GUCCI bags given the sizes of the overall markets and potential economic returns for pirates in these markets - as there also will be unauthorized copies of works of music, operating systems (WINDOWS 98, etc.), video and future multimedia goods. However, what differentiates the ... --.

a<sup>10</sup>

In the Drawings:

Kindly amend Fig. 2, by adding reference numeral 23 to the "package."

Kindly amend Fig. 2 by adding "XXX", indicating the "tracking identifier", to the "package."

Kindly amend Fig. 2 by adding reference number 23' to the "tracking identifier."

Kindly amend Fig. 5 by adding reference numeral 530 to the "web server log table."